# Build skills in strategic communications by planning, designing, & delivering NFsNC's social media!



Project Title	Build skills in strategic communications by planning, designing, & delivering NFsNC's social media!
C'I I I I I I I I I I I I I I I I I I I	With over 25,000 followers on our social media channels, the National Forests in North Carolina, needs YOUR support to best use this tool to communicate to the public about the important work we do to sustain the health, diversity, and productivity of our Forests.
Country	United States

### **Project Description**

The National Forests in North Carolina (NFsNC) are the Pisgah, Nantahala, Uwharrie, and Croatan National Forests. Every year 7 million people visit these 1.25 million acres of public lands to camp, hike, mountain bike, hunt, fish, take scenic drives, or enjoy the forest's solitude.

We need help developing a strategy that defines our goals and objectives for using social media and identifies target outcomes and measures of effectiveness. We also need plans to help us engage with more diverse audiences and respond to negative public comments. Upon completion of the plan, interns would create social media content that highlights our mission-critical work, volunteers, partners, and responsible recreation. Communicating our information through infographics is especially desirable. Research on our program areas including timber, botany, recreation and others would be necessary to create educational content. Interns would also create a directory of the social media accounts of our partners so that we can amplify their voices. These include other federal and state agencies and non-governmental organizations in recreation, forestry, wildlife, and other related fields.

A summary of duties would include:

- Define how we should use social media
- Develop a plan for engaging more diverse audiences
- Develop a plan for responding to negative public comments
- Create content for Facebook and Twitter that highlights our mission-critical work, volunteers, partners, and responsible recreation
- Create a directory of the social media accounts of our partners

#### **Required Skills or Interests**

Skill(s)
Educational design
Infographic design
Research
Social media management
Writing

#### **Additional Information**

You will be part of a team of three interns working together virtually with our Public Affairs team in the Supervisor's Office of the North Carolina. For more information see our website with social media embedded at www.fs.usda.gov/nfsnc.

Volunteers will be signed up under Individual Volunteer Agreements (OF-301a). All Volunteers are asked to record their hours worked on this project and will be reported in the Volunteer & Service Programs Accomplishments Database (VSReports), the official reporting database.

## **Language Requirements**

None